DOCUMENT RESUME

ED 338 133 HE 024 974

AUTHOR Duronio, Margaret A.; Loessin, Bruce A.
TITLE Effective Fund Raising in Higher Education: Ten Success Stories.
SPONS AGENCY Lilly Endowment, Inc., Indianapolis, Ind.
REPORT NO ISBN-1-55542-360-4
PUB DATE 91
NOTE 251p.
AVAILABLE FROM Jossey-Bass Publishers, 350 Sansome Street, San Francisco CA 94104 ($28.95).
PUB TYPE Books (010) -- Guides - Non-Classroom Use (055)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS *Budgeting; Case Studies; Colleges; Community Colleges; Financial Needs; *Fund Raising; Guidelines; *Higher Education; Private Financial Support; Program Development; Program Evaluation; Research Universities; Universities; Volunteers

ABSTRACT

This book examines the characteristics commonly believed to be instrumental to a successful fund-raising program, such as trustee participation, constituent relations, and program management. It presents detailed studies of 10 diverse institutions' successful fund-raising programs (from public two-year colleges to private research universities) to provide innovative ideas and practical guidance for creating a successful program or enhancing an existing one in any institution. The book examines how these distinctive approaches to fund raising work and what factors contribute to their success, including some unconventional views on the use of volunteers, the structure and organization of staff, and the role of planning and goal setting. Chapter 1 presents an overview of recent trends in philanthropy and describes the research on fund-raising effectiveness. Chapters 2 through 11 are case studies, consisting of descriptions and analyses of the fund-raising programs at 10 different institutions. Chapter 12 contains both an overall analysis and a summary of insights from the case study chapters. The final chapter, Chapter 13, provides guidelines for assessing and improving fund-raising programs. Contains 72 references and an index. (GLR)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

THIS
DOCUMENT
NOT
AVAILABLE
FROM

EDRS